POWER OF ATTORNEY

I hereby revoke all previous powers of attorney given in the application(s) and patent(s) listed on Exhibit A, attached hereto.

I hereby appoint the registered attorneys and agents associated with **CARLINEO, SPICER & KEE, LLC, Customer No. 81712,** as my attorneys or agents with full power of substitution and revocation, to prosecute the application(s) and patent(s) listed on Exhibit A and any future applications related thereto and to transact all business in the Patent and Trademark Office connected therewith.

Please address all correspondence to **Customer No. 81712,** namely, **CARLINEO, SPICER & KEE, LLC,** 2003 South Easton Road, Suite 208, Doylestown, PA 18901. Please direct all communications and telephone calls to Andrew W. Spicer at 267-880-1720.

I am the assignee of record of the entire interest of the application(s) and patent(s) listed on Exhibit A. A statement under 37 C.F.R. 3.73(b) is enclosed herewith.

Executed this __9__ day of __August__, __2006__

BY: GORDON R. HERRING
     Vice-President
     Prime Research Alliance E, Inc.

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Signature

EXHIBIT A

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
09/204,888	12/3/1998	Subscriber Characterization System	Eldering, Charles A. Sylla, M. Lamine	T702-00
CA2353646	12/2/1999	Subscriber Characterization System	Eldering, Charles A. Sylla, M. Lamine	T702-00CA
PCT/US99/28528	12/2/1999	Subscriber Characterization System	Eldering, Charles A. Sylla, M. Lamine	T702-00PCT
09/516,983	3/1/2000	Subscriber Characterization System with Filters	Sylla, M. Lamine Eldering, Charles A. Blasko, John P.	T702-02
11/762,538	6/13/2007	Subscriber Characterization System with Filters	Sylla, M. Lamine Eldering, Charles A. Blasko, John P.	T702-02-2
09/591,577	6/9/2000	Privacy Protected Advertising System	Flickinger, Gregory C.; Eldering, Charles A.	T702-03
09/635,252	8/9/2000	Subscriber Characterization Based on Electronic Program Guide Data	Eldering, Charles A. Flickinger, Gregory C.	T702-04
09/857,256	6/1/2001	Subscriber Characterization and Advertisement Monitoring System	Eldering, Charles A. Sylla, M. Lamine	T702-15
09/205,653	12/3/1998	Client-Server Based Subscriber Characterization System	Eldering, Charles A. Sylla, M. Lamine	T703-00
09/205,119	12/3/1998	Advertisement Monitoring System	Eldering, Charles A. Sylla, M. Lamine	T704-00
09/516,314	3/11/2000	Advertisement Monitoring and Feedback System	Eldering, Charles A. Blasko, John P. Sylla, M. Lamine	T704-01
PCT/US01/06459	12/3/1998	Advertisement Monitoring System	Eldering, Charles A. Blasko, John P. Sylla, M. Lamine	T704-01PCT
11/672,371	2/7/2002	Advertisement Monitoring System	Eldering, Charles A. Blasko, John P. Sylla, M. Lamine	T704-02
09/452,893	12/2/1999	Subscriber Identification System	Eldering, Charles A. Sylla, M. Lamine	T705-01

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
CA2353385	12/2/1999	Subscriber Identification System	Eldering, Charles A. Sylla, M. Lamine	T705-01CA
PCT/US99/28600	12/3/1998	Subscriber Identification System	Eldering, Charles A. Sylla, M. Lamine	T705-01PCT
09/635,253	8/9/2000	Subscriber Identification Based on Electronic Program Guide Data	Eldering, Charles A. Sylla, M. Lamine	T705-02
09/857,160	7/1/2001	Subscriber Identification System	Eldering, Charles A. Sylla, M. Lamine	T705-13
09/268,519	3/12/1999	Consumer Profiling System	Eldering, Charles A.	T706-00
AU19,319/00	12/2/1999	Consumer Profiling System	Eldering, Charles A.	T706-00AU
CA2353393	12/2/1999	Consumer Profiling System	Eldering, Charles A.	T706-00CA
EP99962992	12/2/1999	Consumer Profiling System	Eldering, Charles A.	T706-00EP
JP2000-585801	12/2/1999	Consumer Profiling System	Eldering, Charles A.	T706-00JP
PCT/US99/28628	12/2/1999	Consumer Profiling System	Eldering, Charles A.	T706-00PCT
09/807,887	4/19/2001	Consumer Profiling and Advertisement Selection System	Eldering, Charles A.	T706-11
11/450,252	6/9/2006	Consumer Profiling and Advertisement Selection System	Eldering, Charles A.	T706-11-2
09/268,526	3/12/1999	Advertising Selection System Supporting Discretionary Target Market Characteristics	Eldering, Charles A.	T707-00
09/774,473	1/31/2001	Advertising Selection System Supporting Discretionary Target Market Characteristics	Eldering, Charles A.	T707-11
10/229,783	8/28/2002	Advertising Selection System Supporting Discretionary Target Market Characteristics	Eldering, Charles A.	T707-12

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
10/229,784	8/28/2002	Consumer Profiling	Eldering, Charles A.	T707-13
11/930,848	10/31/2007	System and Method for Targeting Advertisements	Eldering, Charles A.	T707-13-1
09/553,637	4/20/2000	Advertising Management System for Digital Video Streams	Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C.	T708-01
CA2383352	4/20/2000	Advertising Management System for Digital Video Streams	Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C.	T708-01CA
PCT/US00/10633	4/20/2000	Advertising Management System for Digital Video Streams	Hamilton, Jeffrey S. Flickinger, Gregory C. Eldering, Charles A.	T708-01PCT
09/553.099	4/20/2000	Advertising Insertion Techniques for Digital Video Streams	Eldering, Charles A. Flickinger, Gregory C. Hamilton, Jeffrey S.	T708-02
11/673,838	2/12/2007	Advertising Management System for Digital Video Streams	Eldering, Charles A. Hamilton, Jeffrey S. Flickinger, Gregory C.	T708-03
10/031,268	3/23/2002	Advertising Management System for Digital Video Streams	Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C.	T708-13
10/759,620	1/16/2004	Advertising Management System for Digital Video Streams	Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C.	T708-14
09/268,520	3/12/1999	Advertisement Auction System	Eldering, Charles A.	T709-00
CA2353384	12/2/1999	Advertising Pricing and Auctioning System Based on Real-Time Viewing Statistics	Gill, Komlika K. Eldering, Charles A.	T709-00CA
PCT/US99/28629	12/2/1999	Advertising Pricing and Auctioning System Based on Real-Time Viewing Statistics	Gill, Komlika K. Eldering, Charles A.	T709-00PCT
09/591,468	6/9/2000	Advertising Pricing and Auctioning System Based on Real-Time Viewing Statistics	Gill, Komlika K. Eldering, Charles A.	T709-01
09/857,257	6/1/2001	Advertisement Auction System	Eldering, Charles A.	T709-12
09/568,084	5/10/2000	Advertisement Subgroups for Digital Video Streams	Eldering, Charles A.	T711-01

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
CA2371906	5/10/2000	Advertisement Subgroups for Digital Video Streams	Eldering, Charles A.	T711-01CA
PCT/US00/12710	5/10/1999	Advertisement Subgroups for Digital Video Streams	Eldering, Charles A.	T711-01PCT
09/568,477	5/10/2000	Advertisement Subgroups for Digital Video Streams	Eldering, Charles A.	T711-02
09/635,539	8/10/2000	Delivering Targeted Advertisements in Cable-Based Networks	Eldering, Charles A.	T711-03
11/120,274	5/2/2005	Advertisement Subgroups for Digital Video Streams	Eldering, Charles A.	T711-04
10/031,142	11/9/2001	Advertisement Subgroups for Digital Video Streams	Eldering, Charles A.	T711-14
09/694,848	10/20/2000	Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams	Hamilton, Jeffrey S.	T712-10
11/415,025	5/1/2006	Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams	Hamilton, Jeffrey S.	T712-10-2
CA2386941	10/20/2000	Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams	Hamilton, Jeffrey S.	T712-10CA
PCT/US00/29034	10/20/1999	Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams	Hamilton, Jeffrey S.	T712-10PCT
10/049,246	1/28/2002	Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams	Hamilton, Jeffrey S.	T712-11
60/183,411	2/18/2000	AD Management System	Eldering, Charles A. Flickinger, Gregory C. Hamilton, Jeffrey S.	T713-00
60/183,409	2/18/2000	AD Matching Service	Eldering, Charles A.	T714-00
60/185,789	2/29/2001	Anonymous Transaction Profiling	Blasko, John P.	T715-00

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
09/796,339	2/28/2001	Privacy-Protected Targeting System	Blasko, John P.	T715-10
PCT/US01/06650	2/28/2001	Privacy-Protected Targeting System	Blasko, John P.	T715-10PCT
60/190,341	3/16/2000	Privacy Protected Filtering and Profiling System	Blasko, John P.	T716-00
09/635,542	8/10/2000	Grouping Subscribers Based on Demographic Data	Eldering, Charles A. Flickinger, Gregory C. Schlack, John A.	T719-00
09/635,544	8/10/2000	Transporting Ad Characterization Vectors	Eldering, Charles A. Flickinger, Gregory C. Schlack, John A.	T720-00
09/712,790	11/14/2000	Queue Based Advertisement Scheduling and Sales	Flickinger, Gregory C.; Gill, Komlika K.	T721-10
PCT/US01/27217	8/31/2000	Queue Based Advertisement Scheduling and Sales	Blasko, John P. Eldering, Charles A. Flickinger, Gregory C. Schlack, John A.	T721-10PCT
09/731,605	12/7/2000	Method and System for Addressing Targeted Advertisements Using Detection of Operational Status of Display Device	Blasko, John P. Eldering, Charles A.	T721-11
09/731,606	12/7/2000	System for Providing Targeted Advertisements Using Advertiser-Specific Target Groups	Eldering, Charles A. Flickinger, Gregory C. Schlack, John A.	T721-12
09/748,949	12/27/2000	Advertisement Filtering and Storage for Targeted Advertisement Systems	Flickinger, Gregory C. Eldering, Charles A.	T721-13
09/742,527	12/21/2000	System and Method for Automatically Managing Avail Inventory Data and Avail Pricing	Blasko, John P. Eldering, Charles A.	T721-14
09/748,942	12/27/2000	Advertisement Distribution System for Distributing Targeted . Advertisements in Television Systems	Eldering, Charles A. Gill, Komlika K.	T721-15
09/742,506	12/21/2000	Internet-Based Electronic Program Guide Advertisement Insertion Method and Apparatus	Eldering, Charles A. Mehling, Kyle	T721-16
09/748,943	12/27/2000	Delivering Targeted Advertisements to the Set-Top	Eldering, Charles A. Flickinger, Gregory C.	T721-17

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
09/742,534	12/21/2000	Queue-Based Head-End Advertisement Scheduling Method and Apparatus	Eldering, Charles A.	T721-18
11/412,750	4/27/2006	Queue-Based Head-End Advertisement Scheduling Method and Apparatus	Eldering, Charles A.	T721-18-2
09/742,852	12/21/2000	System for Rescheduling and Inserting Advertisements	Eldering, Charles A.	T721-19
09/750,800	12/28/2000	System and Method for Delivering Targeted Advertisements Using Multiple Presentation Streams	Schlack, John A.	T721-20
09/766,004	1/19/2001	System and Method for Delivering Statistically Scheduled Advertisements	Schlack, John A.	T721-21
11/626,206	1/23/2007	System and Method for Delivering Statistically Scheduled Advertisements	Schlack, John A.	T721-21-2
09/824,434	4/2/2001	Grouping of Advertisements on an Advertising Channel in a Targeted Advertising System	Eldering, Charles A. Flickinger, Gregory C. Schlack, John A.	T721-22
11/134,146	5/20/2005	Advertisement Filtering and Storage for Targeted Advertisement Systems	Flickinger, Gregory C. Eldering, Charles A.	T721-23-1
11/559,273	11/13/2006	Advertisement Filtering and Storage for Targeted Advertisement Systems	Flickinger, Gregory C. Eldering, Charles A.	T721-23-2
11/190,248	7/27/2005	Delivering Targeted Advertisements to the Set-Top-Box	Flickinger, Gregory C. Eldering, Charles A.	T721-24
09/660,301	9/12/2000	Viewership Reporting for Switched Digital Video Networks	Sutton, Andrew M. Schlack, John A. Michener, James R.	T722-00
09/658,204	9/8/2000	Targeted Advertising through Electronic Program Guide	Eldering, Charles A.	T723-00
11/475,354	6/27/2006	Targeted Advertising through Electronic Program Guide	Eldering, Charles A.	T723-00-2
09/660,559	9/12/2000	Tracking Effectiveness of Advertisements Based on Individual Subscriber Activities	Flickinger, Gregory C.	T724-00
09/665,338	9/19/2000	Real-Time Viewing Statistics in Electronic Program Guide Screens	Eldering, Charles A. Gill, Kornlika K.	T725-01

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
60/238,059	10/5/2000	Platform Independent Addressable Television Advertising System	Eldering, Charles A. Blasko, John P. Lustig, Herbert M.	T726-00
60/238,056	10/5/2000	Method and System for Addressable Advertising Using the Electronic Program	Eldering, Charles A. Flickinger, Gregory C.	T727-00
09/749,255	12/27/2000	Scheduling and Linking IPG Ads in Conjunction with Programming Ads in a Television Environment	Flickinger, Gregory C.	T727-10
PCT/US01/31682	10/5/2001	Scheduling and Linking IPG Ads in Conjunction with Programming Ads in a Television Environment	Flickinger, Gregory C.	T727-10PCT
09/680,622	10/6/2000	Method and System for Addressable and Program Independent Advertising During Recorded Programs	Flickinger, Gregory C.	T728-10
11/196,774	8/3/2005	Method and System for Addressable and Program Independent Advertising During Recorded Programs	Flickinger, Gregory C.	T728-11
09/696,878	10/26/2000	Measuring Advertisement Effectiveness Based on Subscriber Service Area	Eldering, Charles A. Flickinger, Gregory C.	T729-10
09/751,349	12/28/2000	Inserting Local Signals During Mpeg Channel Changes	Flickinger, Gregory C. Hamilton, Jeffrey S.	T730-10
11/290,099	11/30/2005	Inserting Local Signals During Mpeg Channel Changes	Eldering, Charles A. Flickinger, Gregory C.	T730-11
09/721,532	11/22/2000	Television Channel Monitoring System	Eldering, Charles A. Blasko, John P.	T731-10
09/742,507	12/21/2000	User-Friendly Electronic Program Guide Based on Subscriber Characterizations	Eldering, Charles A. Gill, Komlika K.	T732-10
09/750,812	12/28/2000	Grouping Advertisement Subavails	Blasko, John P. Eldering, Charles A. Flickinger, Gregory C.	T733-10
12/024,496	2/1/2008	Grouping Advertisement Subavails	Blasko, John P. Eldering, Charles A. Flickinger, Gregory C.	T733-10-1
PCT/US01/50470	12/28/2001	Grouping Advertisement Subavails	Blasko, John P. Eldering, Charles A. Flickinger, Gregory C.	T733-10PCT

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
09/998,979	10/31/2001	Profiling and Identification of Television Viewers	Schlack, John A. Sutton, Andrew M. Rampulla, Andrew J. Eldering, Charles A.	T734-10
11/751,154	5/21/2007	Profiling and Identification of Television Viewers	Schlack, John A. Sutton, Andrew M. Rampulla, Andrew J. Eldering, Charles A.	T734-10-2
60/263,095	1/19/2001	Session Based Profiling in a Television Viewing Environment	Schlack, John A. Rampulla, Andrew J.	T735-00
60/267,370	2/8/2001	Presentation Stream Switching Using Channel Maps	Eldering, Charles A. Schlack, John A. Blasko, John P.	T736-00
60/278,612	3/26/2001	Formation and Utilization of Cable Microzones	Eldering, Charles A.	T737-00
60/281,037	4/3/2001	Personal Video Recorder (PVR) Market Overview and Advertising Opportunities	Plotnick, Michael A.	T738-00
10/006,874	11/14/2001	Alternative Advertising in Prerecorded Media	Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M.	T738-10
11/832,184	8/1/2007	Alternative Advertising in Prerecorded Media	Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M.	T738-10-2
CA24742842	9/30/2003	Alternative Advertising in Prerecorded Media	Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M.	T738-10CA
PCT/US02/10645	4/3/2002	Alternative Advertising in Prerecorded Media	Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M.	T738-10PCT
11/011,877	12/14/2004	Alternative Advertising in Prerecorded Media	Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M.	T738-11
11/928,220	10/31/2007	Alternative Advertising in Prerecorded Media	Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M.	T738-11-2

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
10/116,694	4/3/2002	Universal Ad Queue	Plotnick, Michael A. Eldering, Charles A. Ryder, Douglas J.	T738-20
10/116,692	4/3/2002	Behavioral Targeted Advertising	Plotnick, Michael A. Eldering, Charles A. Ryder, Douglas J.	T738-30
60/281,534	4/4/2001	Subscriber Response Measurement System	Eldering, Charles A. Lustig, Herbert M.	T739-00
60/281,196	4/3/2001	Subscriber Selected Advertisement Display and Scheduling	Gill, Komlika K. Flickinger, Gregory C.	T740-00
10/116,669	4/3/2002	Subscriber Selected Advertisement Display and Scheduling	Eldering, Charles A. Gill, Komlika K. Flickinger, Gregory C.	T740-10
11/199,867	8/9/2005	Subscriber Selected Advertisement Display and Scheduling	Eldering, Charles A. Gill, Komlika K. Flickinger, Gregory C.	T740-11
09/928,024	8/10/2001	Targeting Ads to Subscribers Based on Privacy-Protected Subscriber Profiles	Eldering, Charles A. Schlack, John A. Lustig, Herbert M.	T741-10
11/758,845	6/6/2007	Targeting Ads to Subscribers Based on Privacy-Protected Subscriber Profiles	Eldering, Charles A. Schlack, John A. Lustig, Herbert M.	T741-10-2
PCT/US01/25261	8/10/2001	Targeting Ads to Subscribers Based on Privacy-Protected Subscriber Profiles	Eldering, Charles A. Schlack, John A. Lustig, Herbert M.	T741-10PCT
60/347,104	1/9/2002	Targeted Advertising in On-Demand Programming	Eldering, Charles A. Schlack, John A. Plotnick, Michael A. Deitrich, Jr., Robert F Michener, James	T742-00
10/068,771	2/5/2002	Targeted Advertising in On Demand Programming	Eldering, Charles A. Schlack, John A. Plotnick, Michael A. Deitrich, Jr., Robert F	T742-10
11/834,435	8/6/2007	Targeted Advertising in On Demand Programming	Eldering, Charles A. Schlack, John A. Plotnick, Michael A. Deitrich, Jr., Robert F	T742-10-2
60/659,650	3/8/2005	Expanded Interest Recommendation Engine and Variable Personalization	Eldering, Charles A.	T744-00
12/167,768	7/16/2008	Method And System for Transfer of Subscription Media	Kravets, Leonid	PRI-201-1

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
12/167,777	7/16/2008	Method And System for Transfer of Subscription Media	Kravets, Leonid	PRI-201-2
12/167,783	7/16/2008	Method And System for Transfer of Subscription Media	Kravets, Leonid	PRI-201-3
12/167,789	7/16/2008	Method And System for Transfer of Subscription Media	Kravets, Leonid Eldering, Charles A.	PRI-201-4